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FALL, 1926

Cotton Seed Bulletin

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D. N. Shoemaker



"HUMCO" Seeds



HUMPHREY-COKER SEED COMPANY

HARTSVILLE, S. C.

S. PRESSLY COKER, *Manager*

GREENWOOD, MISS.

Breeders of Pedigreed Field Seeds by the Plant-to-Row Method

Are you satisfied with your Cotton Crop?

IF NOT, THERE IS A REASON

REMEMBER:—

1. Unsatisfactory Crops Produced from Poor Seed
2. SATISFACTORY CROPS Produced from GOOD SEED
3. GOOD SEED Produce PROFITABLE CROPS
4. GOOD SEED Cost Less on Basis Crop Returns

*“Good seed is cheap
At any cost;
Poor seed is time
And money lost.”*

AS A FARMER, What Do You Want?

1. Is it a BETTER CROP OUT-TURN?
2. Is it MORE MONEY?
3. Is it LESS WORRY and More Satisfaction in Life?

THEN LISTEN:—

To plant “HUMCO” Seed is to be satisfied

1. Why Plant "HUMCO" Seeds?

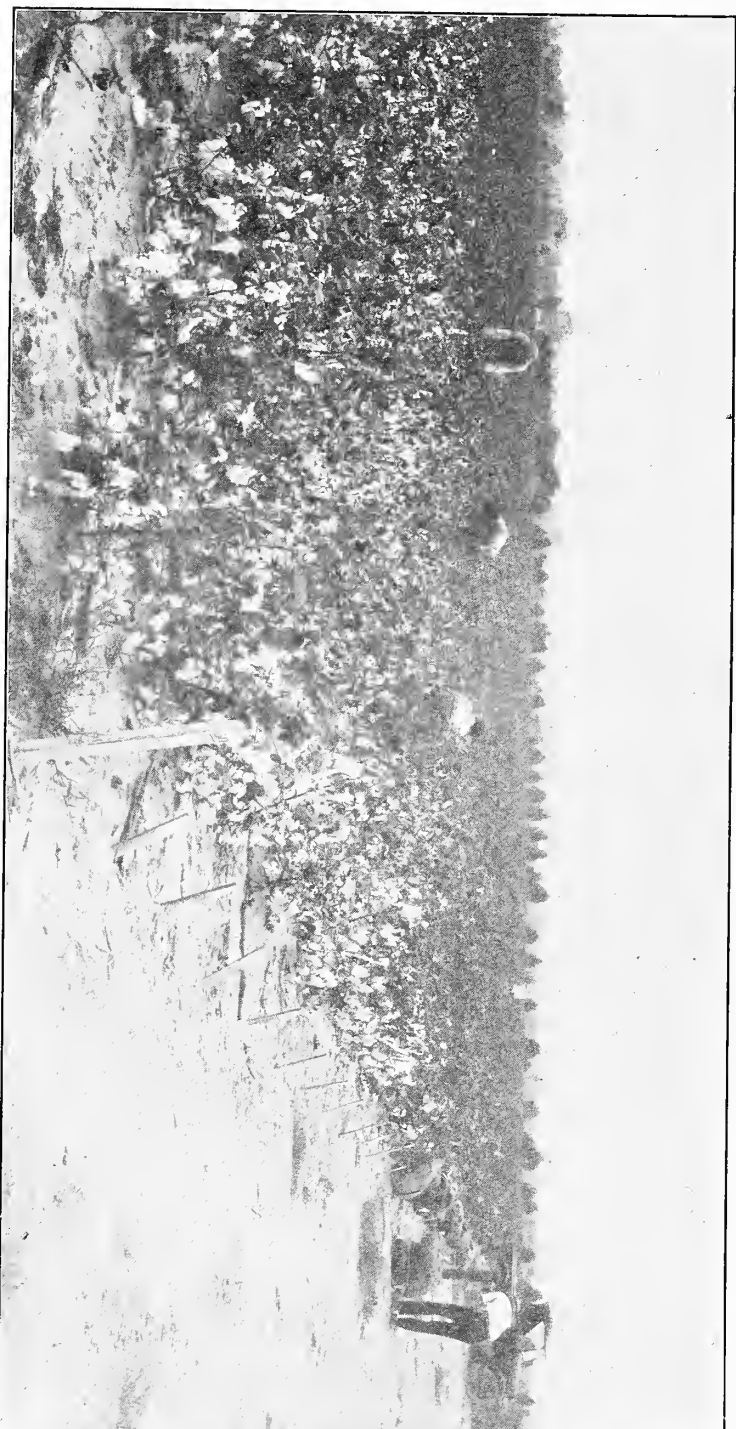
Questions You May Rightfully Ask

2. Why Are They Better?

Our Answer 8 Vital Reasons

1. There is no Fake about "Humco" Seeds. The men behind them are, first of all, honest. We are in the business to make an honest living by selling an honest product. No claims are made that are not exact facts.
2. "Humco" Seeds are Bred Right, by the latest and best methods, approved by the best agricultural authorities.
3. "Humco" Seeds are Bred, Grown and Handled by College Men—Trained for the work and with a practical knowledge of farming and the farmer's needs.
4. "Humco" Seeds are Handled Right. They are thoroughly cleaned of all dirt, trash and faulty seeds. They are handled and stored in such a way as to insure purity and proper quality.

"HUMCO" Seeds Have a Four Year Record of Merit



ONE OF OUR BREEDING PLOTS—"HUMCO" SEEDS MUST PROVE THEIR WORTH

Our Answer 8 Vital Reasons

5. "Humco" Seeds are Tested for Germination. Only those that show up to a high standard in germination and vitality are sold as planting seed.
6. "Humco" Seeds are Recognized as Genuine Pedigreed Seeds, by the Federal and State Agricultural Authorities of the South.
7. "Humco" Seeds are Guaranteed—They must be RIGHT or they don't cost you a cent.
8. "Humco" Seeds have Led all Varieties of Cotton Tested at Pee Dee Experiment Station, Florence, S. C., for the past three years (1923, 1924, 1925), in both Short and Long Staple variety tests.

"HUMCO" SEEDS—BEST BY TEST

11 PEDIGREED Cottons You Should Know

THEY ARE YOUR BEST INSURANCE AGAINST CROP FAILURE
TO PLANT THEM MEANS MONEY IN YOUR POCKET



A ROW OF "HUMCO" CLEVELAND-20

A NEW STRAIN OFFERED FOR FIRST TIME THIS SEASON "HUMCO" Cleveland-20 STRAIN-2

CHARACTERS—
STAPLE—1 Full
PER CENT LINT—39-40
SIZE BOLL—65 per pound seed cotton

"HUMCO" CLEVELAND-20 is a LEADER in earliness, large boll, high production and Money Value per acre.

ITS RECORD PROVES IT A WINNER

For three years at the South Carolina Experiment Station, Florence, S. C., it has led all varieties of cotton tested. In our own tests for the past four years it has led all strains of Cleveland tested by 100 lbs. of Seed Cotton per acre. NONE BETTER.

Our STRAIN-2 is a selection from the original Cleveland-20. We are offering it for the first time this year. It carries full 1" staple and shows up slightly better in boll size and type than the Strain-1 (Parent Strain).

IF YOU ARE LOOKING FOR THE BEST CLEVELAND ON THE MARKET, FOR YOUR 1927 SEED PATCH, THIS IS IT.

"HUMCO" Cleveland-20 STRAIN-1

This is the original strain of Cleveland-20 cotton put out by us 3 years ago for the first time. It has proven to be superior to any other strain of Cleveland big boll in money value per acre.

CHARACTERS—
STAPLE—1 5/16"-1"
PER CENT LINT—39-40
SIZE BOLL—65-70 per pound seed cotton

BUY THIS FOR YOUR MAIN CROP PLANTING 1927. THE PRICE IS CHEAP, YOU CAN AFFORD IT.



TYPICAL PLANTS "HUMCO" DELFOS-6102-54

"HUMCO" Webber-49-57

A NEW STRAIN OF WEBBER 49 COTTON
(Bred and Grown in Mississippi)

For earliness, high production, rapid fruiting and desirable type, WEBBER-49 holds a place all its own. NONE SUPERIOR.

We are the only breeders of this cotton today and we are offering in this NEW STRAIN the best 49 Cotton that has ever been offered. The fact that it has been developed under Delta Conditions commands it highly to the Planters of the Delta counties.

ITS RECORD

Better by 93 lbs. of Seed Cotton per acre than our Webber 49-10, which means about \$7.50 per acre increase in value over the 49-10. The value of this cotton will be appreciated by all who have grown our Webber 49-10, it takes a good cotton to beat it.

CHARACTERS—
STAPLE—1 1/4" Full
PER CENT LINT—34.5
SIZE BOLL—65 per pound seed cotton

Field Notes:
Very early—THIN FOLIAGE.
Excellent Boll-Productive.

IF YOU WANT THE HEAVIEST FRUITING STAPLE COTTON, PLANT THIS SEED

OUR SOUTH CAROLINA COTTON SEED

"HUMCO" Carolina-Foster STRAIN-2

"Ideal" Type for Boll Weevil Conditions
SPECIAL POINTS OF EXCELLENCE

1. LARGE BOLL—70 per pound seed cotton
2. LONG STAPLE—1 3/16" Full to 1 1/4"
3. LINT TURNOUT—35 per cent
4. HIGH YIELD—\$22.00 per acre more than Delfos-6102 in 1924-1925
5. EARLY—RAPID FRUITING—LIGHT FOLIAGE TYPE

COMPARATIVE VALUES (1924)	Yield Seed Cotton Per Acre	Value Lint Per Acre
Delfos-6102	1,313 lbs.	\$147.00
Carolina-Foster—Strain 2	1,560 lbs.	169.26
Increased Value—Strain 2	247 lbs.	\$ 22.26

Carolina-Foster will stand more bad conditions, and make a profitable crop, than any other variety of cotton we know. Best money value per acre—Long staple variety.

"HUMCO" Williamson-10 (Long Staple)

WILT RESISTANT

CHARACTERS—
STAPLE—1 5/16"-1 3/8" Full
ITS STAPLE BRINGS TOP PRICE
PER CENT LINT—32.5
SIZE BOLL—70 per pound seed cotton (average)

The Williamson Cotton originated by E. Melver Williamson, of Mont Clare, S. C., has long been famous for its LONG STAPLE and EXCELLENT STAPLE QUALITY. It has always shown a high resistance to Cotton Wilt.

"Humco" Williamson-10 is an early cotton. Its record in our tests proves it to be as early as Delta-type Webber. It has a good Boll and gives a fine turn-out for such a LONG staple variety. Its value in our 1924 tests was \$151.20 as against \$143.42 for Cleveland Big Boll.

It is strong in its resistance to wilt. On very bad land an occasional plant will die, but not enough to damage the crop. We believe this to be the BEST LONG STAPLE wilt resistant variety on the market.



A PLANT OF "HUMCO" DELTA-36

A NEW COTTON

"HUMCO" Delta-36

This Cotton Demands Serious Attention
IT IS VERY SUPERIOR
Offered this season for the first time

CHARACTERS—
STAPLE—1 5/16" (average 4 years)
PER CENT LINT—35.6 (average 4 years)
SIZE BOLL—64 per pound seed cotton (average 4 years)

Field Notes:

Very early—open type—large Bolls.
Very excellent Staple qualities.

COMPARATIVE YIELDS PROVE ITS EXCELLENCE

	Seed Cotton per acre
Average yield	Parent Strain
1922, 1923, 1924, 1925	Elite-1 Delta-36
	1346 lbs. 1555 lbs.
INCREASE FOR	
DELTA-36	209 lbs. Seed Cotton per acre.

IT IS EARLY

For 4 years it shows an average of 12,084 blossoms per acre more to August 1st than its parent strain.

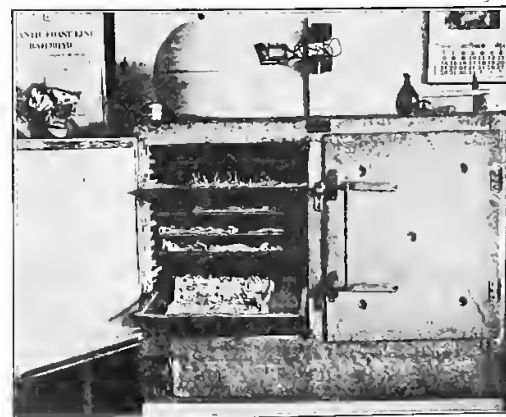
ASK FOR A BETTER 1 5/16" STAPLE COTTON? IT CAN'T BE HAD

THE MILLS ARE EAGER FOR THIS COTTON

"HUMCO" Elite-8

This cotton is descended from the DELTA-TYPE WEBBER variety and traces back to the highest yielding selection in our 1920 breeding plot. It is a fruiting branch type and has very few vegetative branches. Wherever tried this cotton has won an enviable reputation. Its EARLINESS, ITS OPEN FRUITING BRANCH TYPE, its LARGE BOLL, its RAPID FRUITING QUALITY and its EXCELLENT STAPLE makes it a most desirable cotton. Its staple brought the highest price paid on the competitive markets at Hartsville and Bishopville, S. C., Season 1925.

CHARACTERS—
STAPLE—1 5/16" Full
PER CENT LINT—34
SIZE BOLL—59 per pound seed cotton average; Bolls roundish (Ovate)



OUR SEED CAREFULLY TESTED FOR GERMINATION AND VITALITY

"HUMCO" Delta-8

A NEW MISSISSIPPI COTTON
Offered for the first time this season

This cotton is a selection from the Webber variety. For the four years 1922, 1923, 1924, 1925, Delta-8 has made an average of 126 lbs. of Seed Cotton per acre more than the Delta-type Webber variety. In our 1924 tests Delta-8 showed an increased value of \$21.48 per acre over its parent strain.

CHARACTERS—
STAPLE—1 3/8"
PER CENT LINT—34.5
SIZE BOLL—65 per pound seed cotton
VERY EARLY. (Its blooming record shows 4569 blooms per acre to August 1st than its parent strain)

HIGHLY DESIRABLE TO THE MILLS
Its 1 3/8" staple with excellent spinning qualities makes it very desirable for the mills.
ITS STAPLE COMMANDS THE TOP PRICE

GENUINE "HUMCO" SEEDS ARE EASILY RECOGNIZED

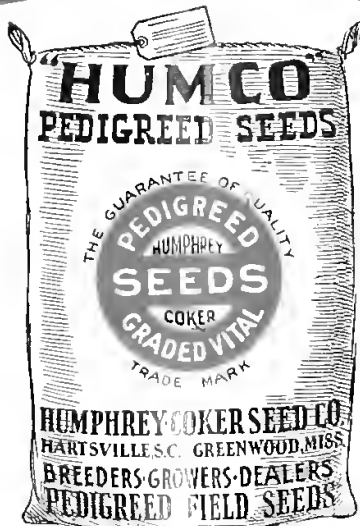
A Bag

of

"HUMCO" Seed

Ready for

Shipment



By

1. Our Trade Name
2. Our Trade Mark
3. Our Name and Address
4. Our Approval Stamp

"HUMCO" Dixie-14 (Wilt Resistant)

DIXIE-14 is our selection from the Dixie cotton as bred and introduced by the U. S. D. A. It is a SMALL TYPE cotton VERY UNIFORM in size. Its blooming record shows it to be slightly earlier than Cleveland Big Boll. It gives a LINT TURN-OUT OF 40 TO 42% (including Bagging and Ties) and has nice, LARGE BOLLS (65 per lb. of seed cotton). It is a HEAVY PRODUCER and EXTREMELY GOOD in its wilt resistant qualities. It makes Full 1" staple. This cotton is highly praised by all who have grown it.

COMPARATIVE YIELDS 1925 Variety Tests

Variety	Our Tests	Seed Cotton Per Acre
HUMCO Cleveland-20	1984 lbs.	Pee Dee Exp. Station
HUMCO Dixie-14	2154 lbs.	1151.3 lbs.
Dixie Triumph	1984 lbs.	1327.4 lbs.
		1208.6 lbs.

NO SUPERIOR SHORT STAPLE WILT RESISTANT COTTON

OUR MISSISSIPPI COTTON SEED

"HUMCO" Delfos-6102-54

"HUMCO" DELFOS-6102-54. A very superior strain of the Delfos 6102 variety descended from our 1921 breeding plot. It has EXCELLENT UNIFORM TYPE. Makes HEAVY PRODUCTION of seed cotton and carries HIGH LINT PERCENTAGE.

CHARACTERS—
STAPLE—1 3/16" Full to 1 1/4"
PER CENT LINT—35.6
SIZE BOLL—78 per pound seed cotton (average)

THIS COTTON A WINNER

For two years, BETTER BY 200 LBS. SEED COTTON PER ACRE than Delfos-6102.

If You Want The Best Delfos Order This.

"HUMCO" Webber-49-10

"HUMCO" Webber 49-10 is a very superior strain of Webber 49 Cotton. The original selection made a yield of 1317 pounds of seed cotton per acre, under poor conditions in 1920, with a lint percentage of 34.4 and a staple of 1 5/16 inches Full; boll size, 62 to pound of seed cotton.

It has held its record and is proving its superiority over other strains of Webber 49 in our variety tests. It is a selection from Webber 49, strain 2, and carries a much stronger vitality than is found in other strains of 49 cotton.

Its STRONG VITALITY, PRODUCTIVENESS, STAPLE LENGTH, DESIRABLE TYPE and its ADAPTABILITY to Mississippi conditions recommend it highly to growers of Staple Cotton in Mississippi and Arkansas.

Demand "HUMCO" Seeds for Your 1927 Crop

Good Discount Allowed On Early Orders

HUMPHREY-COKER SEED COMPANY
HARTSVILLE, S. C. GREENWOOD, MISS.

Humphrey-Coker Seed Company

Operating

Seed Breeding and Growing Farms

At

Hartsville, S. C. and Greenwood, Mississippi

We are Responsible

We employ 5 College Graduates, trained men, to carry on and properly supervise our Seed Breeding and Growing work. We Guarantee every Seed we sell to be right or they don't cost you a cent.

They Must Be Pure

They Must Be True to Name

They Must Be High Quality

They Must Germinate Right

We Breed, Grow and Handle all the Pedigreed seed we sell and—

WE KNOW WHAT WE SELL

Why Buy Seed That Are
Not Guaranteed?

WE WANT YOUR BUSINESS

We Solicit Your Patronage
on the Grounds that we are

QUALIFIED TO SERVE YOU RIGHT